



THE CITY OF SAN DIEGO

COMMISSION FOR ARTS AND CULTURE

ECONOMIC DEVELOPMENT DIVISION OF THE
CITY PLANNING AND COMMUNITY INVESTMENT DEPARTMENT

C A L L F O R A R T I S T S

***Pre-Approved Artist List for the
Storefront Improvement Program***

INTRODUCTION

The City of San Diego (City) seeks artists or artist teams for inclusion in a pre-approved list to be used by participants in the Storefront Improvement Program administered by the Economic Development Division of the City Planning and Community Investment Department. The process for artist selection is being jointly administered by the staff of the City of San Diego Commission for Arts and Culture and the staff of the City Planning and Community Investment Department.

ELIGIBILITY

Any artist*¹ or artist team permanently residing in San Diego County is eligible to apply. The City encourages artists who represent diversity in gender, age, socio-economic class, geographic location, religion, sexual orientation, skills and abilities, ethnicity, among other qualities to apply. Individuals with conflicts of interest are not eligible for contract award under this solicitation. For more details, see the *Conditions for Submission* herein.

**Throughout this document, the singular term "artist" also means artist teams.*

¹The City adheres to the definition of "artist" which is contained in San Diego Municipal Code section 26.0701 et seq.

TIMELINE

May 12, 2009	<i>Call for Artists released</i>
June 23, 2009	<i>Question cut-off date</i>
July 8, 2009	<i>Applications due</i>
Late July 2009	<i>Selection of up to 20 artists for pre-approved list</i>
Early August 2009	<i>Notification of results sent to applicants</i>

OVERVIEW

The Economic Development Division of the City Planning and Community Investment Department offers the Storefront Improvement Program (SIP) for the purpose of supporting the enhancement and revitalization of older commercial districts in the city of San Diego. The SIP stimulates private investment and customer patronage in San Diego's older commercial districts by focusing on revitalizing building façades visible to customers, neighboring merchants and residents. As part of a comprehensive approach to small business assistance and neighborhood revitalization, the City provides two types of benefits to participants in the SIP: design assistance and construction cost incentives.

Design assistance through the SIP consists of a meeting between the participating small business owner and a pre-approved, licensed architect assigned by the City. In the meeting, the business owner and the architect assess the store's existing façade and discuss potential improvements. An architectural sketch of the proposed façade improvements is produced after the meeting. At this point, the business owner decides whether to undertake the construction of the façade improvements. If the construction is completed and documented according to the requirements of the SIP, then the City will give the business owner a rebate for a portion of the construction costs.

Business owners who choose to include public art in their façade improvements are eligible to receive higher construction cost rebates. Therefore, the City will provide a list of up to 20 pre-approved artists from which the business owners may choose. This *Call for Artists* is the first step in creating the City's pre-approved list of artists.

Once the pre-approved artist list has been established, the Economic Development Division staff will archive the applications of the artists who have been pre-approved. The pre-approved artist list is anticipated to be in effect for about two years from the date of its establishment.

When a business owner wishes to include public art in an improvement, that business owner may look through the archive and chose an artist with whom to work. The business owner may be assisted in the selection by the architect. The business owner will be encouraged to contact artists to obtain current portfolios and résumés before making a final choice. Business owners will make agreements with and pay the artists directly. Therefore, the budget for artwork can vary according to the nature of the improvements and the preferences of the business owners. The resulting artwork will be evaluated by Economic Development Division staff to ensure that it meets the City's eligibility guidelines prior to approving a rebate for the public art. The artwork resulting from this program will not become the property of the City.

On average, about 45 business owners receive architectural design assistance through the SIP each year, and about 25 projects are constructed each year. There is no guarantee that any business owners will opt to commission public art as a result of this process. Economic Development Division staff will track how many times each pre-approved artist gets a job and

will implement a process for spreading the work among all the artists on the list should an unbalanced trend develop.

To learn more about the City's SIP, please visit this website:

<http://www.sandiego.gov/economic-development/business-assistance/small-business/storefront.shtml>

ARTIST SELECTION PROCESS AND CRITERIA

Artists are asked to submit applications containing the specific materials listed later in this document. A panel will review the eligible applications and select up to 20 qualified artists for inclusion on the list by utilizing the selection criteria provided below. The panel may be comprised of three architects and two visual art/design experts.

The panel will use the following criteria to evaluate and rank artists:

- Strength of creativity and skill with conveying meaning through art and with creating a sense of identity through art
- Strength of workmanship and past experience working with materials appropriate for commercial environments
- Strength of past experience working with designers and builders such architects, landscape architects, engineers and general contractors.
- Strength of professionalism and communication skills
- If applicable, past performance on contracts with the City of San Diego

When the panelists evaluate the applicants, they typically use a four-point ranking system:

- **Ranks of 4 (4 and 4-)** designate an applicant as the most qualified. Applicants ranked with a 4 meet all the review criteria to the highest degree possible. If there are no applicants who meet all the review criteria, no 4 ranking should be given; this is not a grading curve but a rarified achievement of near perfection given the criteria.
- **Ranks of 3 (3+, 3, and 3-)** are considered good. These applicants mostly meet the criteria in a strong or solid way.
- **Ranks of 2 (2+, 2 and 2-)** are considered marginal. These applicants have some merit, but do not meet the criteria in a strong or solid way.
- **Rank of 1** is not qualified under any circumstance; inappropriate for the award.

In Round One of the evaluation process, panelists give each applicant a rank. The panelists' ranks are then averaged for a single, initial score per applicant. In Round Two, applicants are clustered by rank from highest to lowest. Rank adjustments may occur when the panel agrees that an applicant is out of place within the clusters. Meetings of the panel are open to the public, including applicants, or applicants may request to learn their ranks following the panel meetings. An applicant may appeal his/her rank under the circumstances provided in Council Policy 000-29 which is located at www.sandiego.gov

APPLICATION MATERIALS

Artists who wish to be considered must submit the following materials:

- Digital images of past work, including stills and/or videos with annotations
- A professional résumé for each artist/team member with three professional references for each artist/team member

Digital Images of Past Work with Annotations

Submit examples of past work containing a maximum of 10 still images and/or videos showing a range of different artworks. (That's **NOT** 10 still images and 10 videos for a total of 20 examples. Submit a maximum of 10 total examples.)

- Submit digital still images in .jpg format with a maximum resolution of 300 dpi and maximum dimensions of 1024 x 768 pixels.
- Submit digital NTSC format videos in .mpg or .mov format with a maximum resolution of 720 x 480 pixels. The total combined running time of all your digital videos may not exceed four minutes.
- When submitting examples of art proposals that have not been built and installed in the public realm, such as images of models or computer-generated images, please clearly indicate as such.
- An LCD projector will be used to display artists' images and videos for the panel. The City is not responsible for distortion or alteration of images or videos as they appear on monitors or as projected.
- Provide annotations in .pdf format for each example of past work included in your application.

Professional Résumé with References

Please submit a current professional résumé in .pdf format for each artist/team member. In addition, please submit the names, addresses, current telephone numbers and/or email addresses for three authorities on each artist's/team member's past work and qualifications. Do not send letters of recommendation. We do call references, so please double-check to ensure that the contact information for your references is correct.

Tips for Submitting a Competitive Application

- Read everything in this document and follow the directions.
- Ask questions in writing before the cut-off date if you are unsure about the directions given.
- Communicate crisply, avoiding off-point or repetitive information.

- Present information in an organized, easy-to-understand style and format.
- Tailor your application to be relevant to this specific project.
- Present still images and videos of a quality that really does justice to your work.
- Keep the annotations brief. Provide a narrative only for that which is not self-evident.
- When formulating your application, put yourself in the mindset of a panelist who may review dozens of applications in one day as well as in the mindset of the person who will process all the applications. Make things clear and simple.
- Submit materials which are accurate and up-to-date.
- Put your name clearly on everything you submit.

DIRECTIONS AND DEADLINE FOR SUBMISSION

Please submit your application either via email or by delivering a CD.

Submitting via email:

- Put all the required application materials in a folder. Label the folder with the artist's last name and compress it.
- Email the folder as an attachment to dsprings@sanidiego.gov with subject line: "SIP – [Insert Last Name of Artist]"
- The City can receive email attachments up to approximately 20 MB.
- It is also permissible to upload your folder to a web-based file sharing site. If you do this, please send an email containing the link to your folder. Your folder must be downloadable from this site.

Submitting a CD via delivery:

- Put all the required application materials in a folder. Label the folder with the artist's last name and burn it on to a CD.
- Label the CD clearly with the artist's name and email address. Please do not include the name of the artist's gallery, assistant, or representative on the label.
- Mail or hand-deliver CDs to:
Commission for Arts and Culture
ATTN: Dana Springs
1200 Third Avenue, Suite 924
San Diego, CA 92101

Applications must be received no later than 5:00 p.m. on Wednesday, July 8, 2009.

Acknowledgement of the City's receipt of an application will be sent to each applicant via email. The City is not obligated to notify applicants when applications are late, incomplete or otherwise

ineligible. The submission of an application implies that you have read, understand, and agree to all the *Conditions for Submission* in this *Call for Artists*.

QUESTIONS?

After reading this entire *Call for Artists*, please submit questions in writing by June 23, 2009 to Dana Springs at dsprings@sanidiego.gov. Questions will not be taken after June 23. If questions lead to an addendum to this *Call for Artists*, the addendum will be posted on the City's website at www.sanidiego.gov/arts-culture/publicart.shtml.

CONDITIONS FOR SUBMISSION

City's Rights Pertinent to This Solicitation

The City reserves the right to reject any responses to this solicitation that do not meet the selection criteria. Failure to provide the required application materials shall be cause for the submission to be rejected as non-responsive.

The City reserves the right to revise this solicitation by addendum. The City is bound only by what is expressly stated in this solicitation and any authorized written addenda thereto. Addenda will be posted on the City's website at www.sanidiego.gov. It shall be the applicant's responsibility to check the website up to the final submission date for any possible addenda.

The City reserves the unilateral right to cancel this solicitation, in whole or in part, at any time without prior notice and makes no representation that any agreement will be awarded to any applicant. Additionally, the City expressly reserves the right to postpone opening responses to this solicitation for its own convenience, and/or to waive minor informalities or irregularities in the responses received.

The City accepts no financial responsibility for any costs incurred by the applicant. All submissions may be kept by the City and may be subject to the California Public Records Act.

The City reserves the right to change the timeline.

Contact With the City Personnel

Questions regarding this solicitation shall be directed in writing and **only** to:

Dana Springs, Public Art Program Manager
City of San Diego City for Arts and Culture
1200 Third Avenue, Suite 924
San Diego, CA 92101
dsprings@sanidiego.gov

Formal Approval of Contract

The applicant understands that issuance of this solicitation does not commit the City to award a contract, or to pay any costs incurred in the preparation of a response to this solicitation. The applicant should note that the execution of any contract pursuant to this solicitation is contingent on approval by the Mayor (or the Mayor's designee) or the City Council, as required by law.

Public Disclosure

The applicant understands that as a general rule any information received with a submission is a public record subject to disclosure. Therefore all submissions shall be made available for public inspection according to applicable disclosure rules and regulations. If the applicant considers his or her submission as proprietary and/or otherwise exempt from disclosure, he or she may mark such portions of his/her proposal as "confidential." If the City's legal counsel determines that marked portions are legally exempt from disclosure, those portions will be withheld from public inspection.

Confidential Solicitation

The City will not share the details of individual responses to this solicitation with competing applicants during the selection process. After the selection process ends and prior to final approval of the contract, all solicitations become public information (except portions otherwise deemed confidential).

News Releases

The applicant agrees that, if selected, the City will review and approve all news releases pertaining to this solicitation and/or subsequent agreement(s). All news releases will be submitted in writing to the City staff member listed above. City staff will review and provide feedback and/or approval in a timely manner.

Examination of Solicitation

The applicant understands that the information provided herein is intended solely to assist the applicant in preparation of a submission. By submitting a response to this solicitation, the applicant represents that the applicant has thoroughly examined and become familiar with work required in the solicitation and is capable of performing quality work and to achieve the objectives of the City.

Eligibility Restrictions

Employees of the City of San Diego, and their business partners or their immediate family members are not eligible for a contract award under this solicitation. Current board members, advisors and elected officials of the City, any other designers or contractors associated with the Storefront Improvement Program and their business partners or their immediate family members are not eligible for a contract award under this solicitation.

Use of Information

Contact information for each applicant may be entered into a database and used to advertise future calls for artists issued by the City or the City's affiliates. In general, the contents of the database are intended for use in advertising paid opportunities for artists.

City's Definition of "Artist"

The issuance of this solicitation means that City intends to pre-approve artists as defined in San Diego Municipal Code Section 26.0701 et seq.

Equal Opportunity Contracting Program: The City endeavors to do business with artists committed to equal opportunity and will not do business with any artist that discriminates on the basis of gender, age, socio-economic class, geographic location, religion, sexual orientation, skills and abilities, ethnicity, and political persuasion, among other qualities.

---End---